

School of Business and Management

Programme Titles
Higher Certificate in Marketing (IMM GSM)
Diploma in Marketing (IMM GSM)

Type of Programme

- Full-time/part time
- IMM Graduate School of Marketing (GSM) / Agent Programme SAQA Accredited*

*Whenever Damelin offers training towards a programme or qualification that will be awarded by another provider or institute, it is called an agent programme. In the case of an agent programme, Damelin registers the students, provides tuition and conducts formative assessment. The agent body usually sets and/or verifies the final examinations, and certifies the student. Agent programmes provide local and/or international mobility to students.

About the Programme

This Diploma is designed for learners who have a strong marketing, business and management interest and aptitude. Emphasis is placed on competence at both a practical and theoretical level.

The Diploma in Marketing from the IMM GSM is one of the most sought-after qualifications in business and allows learners to progress to top management positions in marketing and sales. It provides learners with an excellent base for a rewarding career in commerce. It is rated at Level 6 on the NQF.

About the IMM

The IMM GSM offers quality marketing education programmes. All qualifications from the IMM Graduate School of Marketing (IMM GSM) have been registered by the Southern African Qualifications Authority (SAQA).*

*information taken from the official IMM website www.immgsm.co.za

Programme Benefits

UK NARIC recognises all South African qualifications that are accredited by SAQA (South African Qualifications Authority). Graduates can be assured that UK NARIC will be able to recognize the qualifications from the IMM GSM and compare them to specific levels within the UK education system. Visit www.naric.org.uk

Admission Requirements

- A Grade 12 qualification or equivalent OR
- A CV is required from learners over 23 years of age who have no senior certificate

Certification

On successful completion of the three year programme, the IMM Graduate School of Marketing will confer the Diploma in Marketing (NQF Level 6).

On successful completion of the one year programme, learners will receive the IMM GSM Higher Certificate in Marketing (NQF Level 5).

Duration

Full-time: The duration is one year for the Higher Certificate or three years for the Diploma.

Part-time: Part-time learners complete two subjects per semester.

Tuition is face-to-face and is scheduled per campus.

International Computer Driving Licence (ICDL)

Optional – Damelin West Rand only

Full-time learners also have the option of completing the internationally recognized ICDL programme. The International Computer Driving Licence (ICDL) will give you practical skills to use the PC, Windows, MS Office (Word, Excel, Powerpoint and Access), the Internet and Email. The ICDL qualification is recognised in over 135 countries worldwide.



Pricing

Enquire at your nearest Damelin Campus for a current programme pricelist.

Learner Course Material

Textbook fees are not included in the tuition fee unless specifically stated.

Please refer to the IMM Booklist or the Damelin West Rand IMM Textbook Pricelist in the case of part-time learners.

Additional Costs

Students must register with the IMM Graduate School of Marketing. Registration is valid for ONE calendar year only, which means that students are required to renew their membership at the beginning of each calendar year. Exam fees are payable per subject. There is also an enrolment fee payable by new students. Students are responsible for the payment of these fees directly to the IMM GSM.

IMM GSM	2011 fees
Enrolment Fee (new students only)	R 880.00
Annual Student Support Fee	R 990.00
Assessment fee (per subject) (assignment, exam fee, student pack)	R1 260.00

Visit www.immgsm.co.za for further information

Diploma in Marketing

Year 1

- Marketing 1
- Business Communication 1
- Business Management 1
- Economics 1
- Financial Management 1
- Sales Management 1

Year 2

- Marketing 2
- Marketing Communications 2
- Basic Marketing Research 2
- Business Management 2
- Financial Management 2
- Elective 1

Year 3

- Marketing 3
- Marketing for Africa 3
- Work Integrated Learning 3
- Elective 2
- Elective 3

Examples of Elective subjects: Business Law, Business-to-Business Marketing, Retail Marketing, Services Marketing, Tourism & Hospitality Marketing.

Further Studies

Learners can continue with their studies to complete a Bachelor in Business Administration in Marketing Management with the IMM GSM (NQF Level 7).

Disclaimer

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Damelin's control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Damelin will formally notify current students. All possible measures will be taken to minimise inconvenience to students

Higher Certificate in Marketing

Year 1

- Marketing 1
- Academic Literacy 1
- Basics of Business Communication 1
- Business Management 1
- Business Numeracy 1
- Economics 1
- Sales Management 1

